

Message Text

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FM AMEMBASSY VIENNA

TO SECSTATE WASHDC PRIORITY 8399

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SUBJECT: POST RELATIONSHIP WITH AMERICAN CHAMBERS OF COMMERCE

REF: STATE 094266

1. EMBASSY HAS CLOSE, AMICABLE AND PRODUCTIVE RELATIONS WITH 420-MEMBER AMERICAN CHAMBER OF COMMERCE IN AUSTRIA (HEREAFTER, "AMCHAM"). FOLLOWING ARE EXAMPLES OF EMBASSY SUPPORT TO AMCHAM AND EMBASSY/AMCHAM COLLABORATION:

A. WE EXCHANGE INFORMATION ON CONTINUING BASIS OF CHANGES IN COMPOSITION OF SIZEABLE AMERICAN BUSINESS COMMUNITY IN AUSTRIA.

B. EMBOFF ATTEND ALL PUBLIC AMCHAM FUNCTIONS AND INVITE TOP AMCHAM OFFICIALS TO PRACTICALLY ALL MEETINGS AND OTHER EVENTS IN ECONOMIC/COMMERCIAL FIELD. DURING PAST YEAR AMBASSADOR WAS GUEST SPEAKER AT A FORMAL AMCHAM DINNER AND EMBASSY ARRANGED FOR EDWARD HEISER, COUNTRY MARKETING MANAGER FOR GERMANY AND AUSTRIA, USDOC, TO ADDRESS AN AMCHAM LUNCHEON MEETING.

C. AS ONE OF THE RECOGNIZED LEADERS OF THE AMERICAN COMMUNITY, THE LONG-TIME AMCHAM PRESIDENT, DR. ELEMER BALOGH, IS WELL KNOWN TO AMBASSADOR AND SENIOR EMBOFFS, AND IS CONSULTED BY THEM. EMBASSY IS OF COURSE OFTEN IN TOUCH WITH OTHER TOP AMCHAM OFFICIALS AS WELL.

D. AMCHAM PRESIDENT AND SELECTED AMCHAM OFFICIALS
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ARE ALWAYS INVITED TO PERIODIC EMBASSY SEMINARS FOR

AMERICAN BUSINESSMEN.

E. INVITATIONS TO PERIODIC MEETINGS OF AMERICAN EAST-WEST TRADING COMMUNITY AT EAST-WEST TRADE DEVELOPMENT OFFICE (EWTDO) ARE SENT OUT IN NAME OF BOTH EWTDO AND AMCHAM, AND AMCHAM PRESIDENT NORMALLY SERVES ON SEMINAR PANELS.

F. AMCHAM, WHICH HAS SMALL FULL-TIME STAFF AND SMALL COMMERCIAL LIBRARY, ANSWERS WHAT TRADE INQUIRIES IT CAN, BUT FREQUENTLY REFERS INQUIRIES TO EMBASSY WHICH HAS MUCH MORE EXTENSIVE TRADE REFERENCE PUBLICATIONS.

G. AMCHAM AMANGER, A FULL-TIME EMPLOYEE, IS IN VERY FREQUENT TOUCH WITH EMBASSY ECON/COM SECTION. AT COMATT INVITATION SHE ATTENDED SESSIONS OF HIS RECENT BUSINESS CONSULTATIONS (SPRECHTAG) HELD AT VIENNA CHAMBER OF COMMERCE WITH PARTICIPATION OF 12 EUROPE-BASED REPRESENTATIVES OF STATE DEVELOPMENT AGENCIES, AND SHE WAS ABLE TO SIGN UP NEW AMCHAM MEMBERS AS A RESULT. SHE WILL ALSO VISIT UPCOMING CATALOG SHOW CO-SPONSORED BY EMB AND A VIENNA BANK.

H. EMB PROVIDING CONSIDERABLE ASSISTANCE IN ARRANGEMENTS FOR UPCOMING SEMINAR HERE ON "MARKETING IN A FREE TRADE AREA" CO-SPONSORED BY AMCHAM AND AMERICAN MANAGEMENT ASSOCIATION.

2. EMBASSY HAS NOT HERETOFORE FORMALLY CONSULTED WITH AMCHAM ON PREPARATION OF COUNTRY COMMERCIAL PROGRAM BUT WILL GIVE THOUGHT TO THIS POSSIBILITY IN FUTURE CCP PLANNING. (OUR FY 1977 CCP HAS ALREADY BEEN DRAFTED AND APPROVED BY CMM HEISER DURING HIS RECENT VIENNA CONSULTATIONS.) APROPOS CCP, EMB TRANSLATED A SHORTENED VERSION OF RUSSELL E. TRAIN ARTICLE IN COMMERCE TODAY ON U.S. POLLUTION CONTROL LEGISLATION AND ISSUED IT AS PRESS RELEASE AS A CCP CAMPAIGN ACTIVITY. AMCHAM RAN THE ARTICLE IN ITS BIMONTHLY NEWSLETTER, AND THIS IN TUR WAS COPIED WITH CREDIT UNCLASSIFIED

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TO AMCHAM, IN VIENNA DAILY, "WIENER ZEITUNG."

3. WE WILL ALSO CONSIDER FEASIBILITY OF MONTHLY MEETINGS BETWEEN AMCHAM AND AMB (OR DCM). OUR INITIAL REACTION TO THIS SUGGESTION, HOWEVER, IS THAT MEETINGS THAT FREQUENT WOULD PROVE DIFFICULT TO SCHEDULE IN VIEW OF THE HEAVY TRAVEL SCHEDULES OF MANY TOP AMCHAM OFFICIALS WHO HAVE REGIONAL RESPONSIBILITIES FOR

THEIR FIRMS. ALSO, WE WOULD WANT TO CAREFULLY ASSESS
THE PROBABLE BENEFITS OF SUCH MEETINGS WEIGHED AGAINST
THE TIME INVOLVED AND THE FACT THAT AMCHAM/EMBASSY
CONTACT AND COLLABORATION IS ALREADY VERY CLOSE.BUCHANAN

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